

Responsive Communications

Windows Small Business Server 2003 can help you connect better with your customers

The ability to communicate effectively with customers and respond to their needs is essential. Windows Small Business Server 2003 can make a huge difference in helping you connect with customers in new ways—and take better care of them.

Windows Small Business Server 2003 gives you the tools to host your own e-mail, streamline customer communications, and share information with customers and colleagues to better manage relationships. You can stay productive while away from the office and access your business information from virtually anywhere and anytime. Your company's responsiveness, professionalism, and ability to deliver on promises will all benefit.



"Superior service sets us apart. And the new document-handling solution is a competitive advantage that helps us take care of our customers better than ever before. Improved document handling is expected to add up to a savings of over \$315,000 the first year."

**Gene Austin, General Manager
The Fischer Group**



For more information, we invite you to visit www.microsoft.com/sbs or contact a Microsoft technology provider in your area.

"Microsoft software enables us to expand as our business grows but is also easy to set up and use. Windows Small Business Server 2003 and our new Great Plains business software complement each other and enable us to more efficiently respond to our customers. We expect this to lead to new revenue."

**Bob Garrett, President/CEO
North Central Sight Services, Inc.**

"We needed a solution that could handle our projected increase in ticket sales and manage customer relations. And we needed it to be affordable as that growth becomes real. I can't imagine any solution other than Microsoft Windows Small Business Server 2003 that would have worked so well and still have been as easy to implement, maintain, and grow as we needed it to."

**Terry Thom, Comptroller
Everett Silvertips**



"I want to communicate more effectively with my customers and serve them better."

Microsoft® Windows® Business Server 2003 provides the tools you need to connect with your customers more efficiently and professionally—and be more responsive to their needs.

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Host your own e-mail

Looking to enhance your business' credibility and respond faster to customer requests?

With Windows Business Server 2003, you can have consistent company e-mail addresses for your employees to highlight your business name and project a professional image to customers. And you can save money by centralizing e-mail accounts instead of maintaining separate accounts with different providers.

Share—and send—information more efficiently

When you have a central place to share information about your customers, your interactions with them will be more accurate and efficient. And you can manage relationships more effectively.

Windows Small Business Server 2003 provides a shared document site that enables your employees to:

- **Respond to customer inquiries more accurately.** Shared record-keeping means fewer disconnected pockets of information, and fewer embarrassments.
- **Improve team communications.** One central place to store business information makes it easy for employees to access and update the information they need.
- **Connect with customers more efficiently.** With one-to-many fax and e-mail capabilities, you can communicate with and respond more effectively to customers.

Position yourself to compete—with a great Web site

A key place for your business to build an effective brand, develop a professional presence, and connect with your customers is on the Web.

With Windows Small Business Server 2003, you can develop a sophisticated company Web site using Microsoft® Office FrontPage® 2003. With a customized Web site, your business can enjoy these advantages:

- A professional online presence makes your business more competitive, and key messages will be reinforced on the Web.
- Communications with customers is made easy—they can download your business information directly to their own computers.
- Workflow is more efficient: customers can fill out forms and the appropriate employees can be contacted.

Stay connected when you're away from the office

Windows Small Business Server 2003 makes it easy for you and your employees to work remotely—and stay connected to your customers from virtually anywhere, at anytime. Windows Small Business Server 2003's remote access capabilities enable you and your team to:

- **Respond to e-mail on the road.** With any Internet-enabled computer or Windows Mobile™-based device, you can receive and send e-mails, make appointments, and find contacts.

• Access customer information on the go.

Retrieve client information and business documents on any computer with Internet access so you can respond to customers wherever business takes you.

In other words, you can directly improve the speed and quality of your responses to customers. As one client service manager puts it, "This better service translates into client retention—a competitive advantage for our company."

Improve your bottom line

Businesses that use Windows Small Business Server 2003 report that improved customer responsiveness is an important outcome of their increased efficiency—which in turn helps their bottom line.

According to a recent ROI study published by Forbes.com,* many businesses expect an increase in revenue because of their ability to respond more quickly and more effectively to customers as a result of Windows Small Business Server 2003.

Windows Small Business Server 2003 gives you the tools to compete with much larger businesses. The bottom line is keeping your customers well-informed and well-served—and coming back.



"Much of our revenue is based on the effectiveness of our follow-up. We follow-up on 2,000 resumés per month, we follow-up on 200 of our professional sports team clients, and we follow-up with our academy candidates. In a sense, we're one huge follow-up machine. Now we can do that better than ever before. More efficient follow-up could effectively add another \$650,000 to our bottom line in the next 12 months."

Tom Peterson
Senior Vice President, Business Development
Game Face, Inc

*The full text of "Out of the Box ROI for Small Businesses" is available at: <http://www.microsoft.com/windowsserver2003/sbs/evaluation/roi/outofboxROI.msp>